

ORDER



Orders
Order / Rev: 719297
Alt Order #: 06358423
Product Desc: OBAMA SCHED C
Estimate: 1904
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	50	\$53,200.00	\$45,220.00
10/08/12	10/14/12	13	\$10,200.00	\$8,670.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$63,400.00	\$53,890.00	0.00
Totals	63	\$63,400.00	\$53,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/02/12	10/08/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$450.00		0.00			
E 2	WUSA	10/02/12	10/08/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$850.00		0.00			
E 3	WUSA	10/02/12	10/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$700.00		0.00			
E 4	WUSA	10/02/12	10/08/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	9	\$900.00	P-2	0.00	NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					9	\$900.00		0.00			
E 5	WUSA	10/02/12	10/08/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$500.00		0.00			
E 6	WUSA	10/02/12	10/08/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$750.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/02/12	10/08/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		3			\$450.00		0.00				
E 8	WUSA	10/02/12	10/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		3			\$500.00		0.00				
E 9	WUSA	10/02/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		3			\$300.00		0.00				
E 10	WUSA	10/02/12	10/08/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		3			\$700.00		0.00				
E 11	WUSA	10/02/12	10/08/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		3			\$900.00		0.00				
E 12	WUSA	10/02/12	10/08/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		5			\$800.00		0.00				
E 13	WUSA	10/07/12	10/07/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$600.00		0.00				
E 14	WUSA	10/07/12	10/07/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$400.00		0.00				
E 15	WUSA	10/02/12	10/08/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	MTWTF--		5			\$1,800.00		0.00				
E 16	WUSA	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-T-----		1			\$14,000.00		0.00				
E 17	WUSA	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$2,500.00		0.00				
Totals													63	\$63,400.00	